



## **CORPORATE MENTORSHIP PROGRAM**

### **OVERVIEW**

Connect to Success (C2S), sponsored by the U.S. Embassy and Luso-American Development Foundation (FLAD), aims to promote gender equality and strengthen the Portuguese economy by supporting the growth of women owned businesses (WOBs) through practical skill building and mentorship. The program is launching its 3<sup>rd</sup> mentoring class in January 2017 and, upon completion, mentees will join the more than fifty woman strong alumni network.

The C2S Corporate Mentoring Program pairs participants with a team of subject matter experts from some of the largest and well-known corporations providing WOBS with valuable insight to assist them in strengthening and accelerating the growth of their enterprises. Throughout the one-year duration of the program, mentors and the mentees will engage in in monthly in person meetings, with consistent but less formal communications throughout the remainder of month. Their communications will center on discussing the WOBS strengths, opportunities, weaknesses and threats and developing strategies to resolve their issues and exploit their opportunities.

### **Who Can Apply?**

To participate, a business must be at least 50% women-owned and controlled. The WOB must also provide evidence that the enterprise has sufficient growth and sustainability potential.

Before completing the application for the Corporate Mentorship Program, prospective mentees must register by submitting a fully complete C2S registration form to [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com). Applicants can find this registration form at on our Facebook page, at <https://www.facebook.com/connecttosuccessportugal/>, by clicking the “Register” button and can find the application

If your business was selected for the MBA/Masters Consulting Program Fall of 2016, or participated in the 2016 Corporate Mentorship Program, it will not be eligible to apply for the 2017 Corporate Mentorship Program.

### **Timeframe**

The Corporate Mentorship Program 2017 will launch in January 2017. The program will last a total of 12 months, through to the end of December of the same year.

## Best Practices

The women owned businesses will work the mentoring companies throughout one year, with frequent communication occurring. The minimum requirement is a 2 hour face-to-face meeting, but the number of on-site communication will depend on the mentoring company and business. To ensure that the woman-owned-business gains the maximum benefit from this program it is advised that:

- WOBs are respectful of the fact that the mentoring companies are voluntarily spending their time on the business and every second is an opportunity to have valuable expert advice and feedback
- Be open to different ideas/suggestions – it is important to discuss strategies with the mentoring team.
- At the kick-off meeting, it is important to bring all business relevant information to your mentor as to ensure there is a clear understanding of what the business is and on which stage it is. The more information you provide and the clearer you identify the issues which you wish to address, the easier it is to start the program successfully.
- WOBs attend meetings prepared and with a proactive attitude – there should be progress made since the previous meeting in order to ensure continuity and development during the program.



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### **APPLICATION PROCESS**

#### **Step 1: Submit Application**

Ensure you are registered within Connect to Success. If not, please follow the steps described on the 1<sup>st</sup> page of this document. Once you have sent your registration to the C2S team, you can submit the application attached to this document as well as any other supporting documents relevant to your business. This should be sent to [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com). In order to be eligible, your business must be 50% women owned or controlled.

**Applications will open on October 27<sup>th</sup> and will not be accepted later than 23:59 on November 17<sup>th</sup>.**

#### **Step 2: Application Review and Selection**

The Application and supporting documentation will be reviewed by the Corporate Mentorship Program's Executive Council, which will be composed of 3 representatives from some of our corporate partners, from the Embassy and FLAD. Projects will be selected by the Council and allocated to corporate partners based on the strength of the WOBs' applications and supporting documentation, and the relevance of the need addressed.

Please note, the process is very competitive, and limited to the number of corporate partners that have agreed to participate for the upcoming edition of the program.

#### **Step 3: Announcement of WOBs selected for the Corporate Mentorship Program 2017.**

Selected WOBs will be notified on **November 28<sup>th</sup>** through an email and a call from the C2S team. All finalists will be invited for a reception on **December 6<sup>th</sup>**, where the public announcement of the selected WOBs will be made. Selected WOBs will also need to be present for the Orientation meeting preceding the Reception.

At a later date, selected WOBs will be announced on the C2S Facebook page:  
<https://www.facebook.com/connecttosuccessportugal/>.



**Application Form**  
***Corporate Mentoring Program for Women Owned Businesses***

This application form is composed of two parts, which should be completed as fully and clearly as possible.

Please send your application to: [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com) by 23h59 on November 17<sup>th</sup>, 2016.

**Part 1**

<b>Company Information</b>	
Is your company registered in C2S? (Yes/No) If 'No', please refer back to page 1 of this document on where to find the registration form.	
Company name:	
Company's web address:	
Did you or your company participate in the Corporate Mentorship Program 2016?	
Did you or your company participate in C2S's MBA/Masters Consulting Program in the Fall of 2016?	
Does your business offer a service or a product?	
Indicate, in ten words or less, the industry associated with your business?	
How long has your company been in business? (your business can be in the startup stage)	
Number of current full time employees:	
Number of current part time employees:	
2015 sales revenue (if applicable):	
Anticipated revenue for 2016:	
Do you have a business plan? (if yes, please attach)	
<b>Contact Information</b>	
Your name and title:	
Business address:	
Business Phone:	
Optional (cell/home) Phone:	
Your Email Address:	

## **Part 2**

### ***Essay Section:***

Each question should be answered in less than 250 words.

1. Explain what need your company's products or services fulfills.
2. Clearly articulate the goals you would like to accomplish through your participation in the Embassy's Corporate Mentoring Program and how a Corporate Mentoring Team could assist you in growing your business.
3. What kind of "specialists" would make up an ideal corporate mentoring team for your business? (For example: a human resource specialist, a marketing specialist, a finance specialist, a business strategy specialist)
4. Please include any additional information that suggests why you would be an excellent candidate for the Embassy's Corporate Mentoring Program.
5. Do you give your permission for any photographs that may be taken of you at C2S events you participate in, to be share on Social Media?

Yes ☐

No ☐

6. Do you give your permission for the C2S team to use any positive feedback you might share with us on your participation in the program, in marketing materials or speeches?

Yes ☐

No ☐

### **IMPORTANT**

Please note that the application process is very competitive and there are limited spots available for this Class. It is important that your essay questions are creative, concise and focused.

Submit the attached application and any supporting documentation to the C2S team at [c2s@c2slisbon.com](mailto:c2s@c2slisbon.com) with the subject line '**Application CMP 2017**'.